PATENT ABSTRACTS OF JAPAN

(11)Publication number :

09-071417 18.03.1997

(43)Date of publication of application:

(51)Int.Cl.

C01G 23/04 A61K 7/02 C01B 33/18

(71)

C03B 37/005

(21)Application 07-229877

07.09.1995

NIPPON SHEET GLASS CO LTD

(22)Date of filing:

number:

Applicant: (72)Inventor:

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(54) FLAKY POWDER AND COSMETIC COMPOUNDED THEREWITH

(57)Abstract:

PROBLEM TO BE SOLVED: To obtain a high-quality flaky powder and cosmetic having high ultravioletshielding performance and high transparency to visible rays, free from non-homogeneity, giving excellent feeling in use and causing little elution of alkali.

SOLUTION: This flaky powder is composed of a titanium oxide-coated metal oxide produced by coating the surface of flaky powder of a metal oxide having an average thickness of 0.1-1 µ m and an aspect ratio of 5-150 and composed mainly of amorphous silica with a titanium oxide layer having a thickness of 5-400nm.